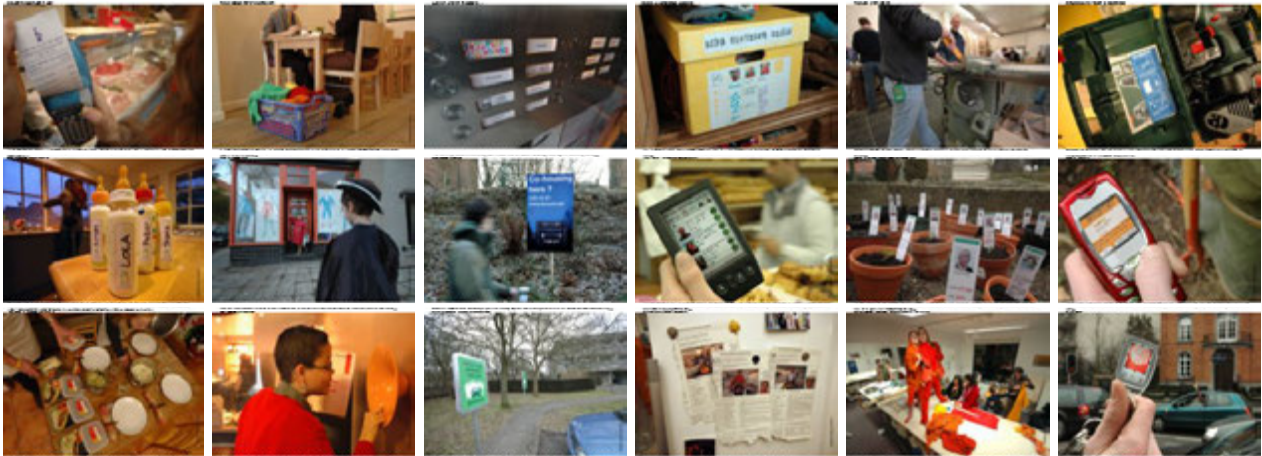




Strategic Design Scenarios

www.solutioning-design.net
www.sustainable-everyday.net



Strategic Design Scenario lab...





HAVE ITS MEAL COMPOSED ACCORDING
ITS TASTEOR A PARTICULAR DIET



DEFINE A DAILY SHOPPING SUBSCRIPTION
SPECIALLY PREPARED FOR HIM

Co-design scenarios

Envisioning...





Social conversation



INFU Innovation Futures, 2009

CORPUS, Science-policy knowledge brokering, 2010

NANOPLAT, Deliberative Platform on Nanotechnology 2008-2009

CCSL, Creative Communities for Sustainable Lifestyles, 2007

CCSLA, Creative Communities for Sustainable Lifestyles Africa, 2008

HiCS, Highly Customised Solutions, 2000

Ambiant Agoras, 2000

MEPSS, Methodology for Product Service Systems, 2003

EVAN, European Value Network, 2001

SusHouse, Strategies towards the Sustainable Household

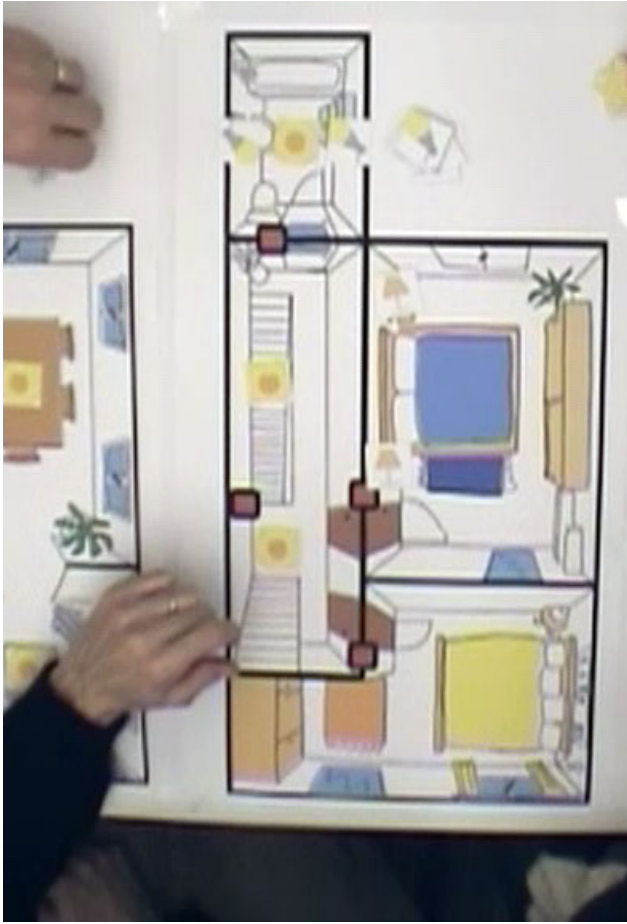
EMUDE, Emerging Users Demands for Sustainable Solutions, 2004

UCIM, User-Centred Innovation in Manufacturing, 2006

SCORE! Sustainable Consumption Research Exchange, 2003



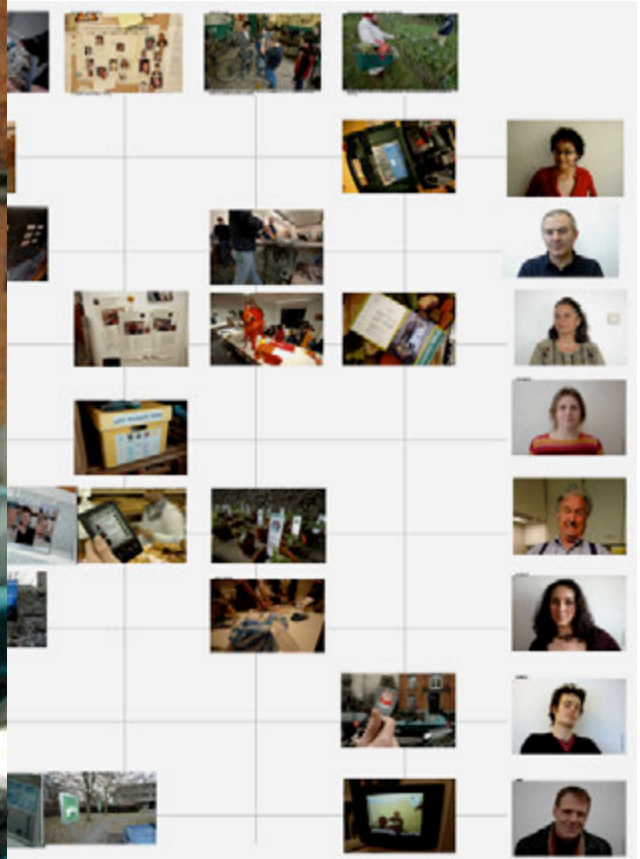
R&D



**Participative
design**



**Sustainable
solutions**





Rapid prototyping



6 households, young and old, singles and families invite us to see how they organise part of their lives...

- Emma, 34 years old, health economist
- Gabriel, 84 years old, retired
- Margot, 26 years old, actress
- Marie, 42 years old, financial executive
- Martin, 25 years old, student
- Paul, 49 years old, director of communication



Social conversation

Margot, 26 years old, actress, Tardy, Saint-Étienne.



Le scénario de style de vie durable d'Emma, jeune collaboratrice ACTIVE 179

BIENNALE OFF

Pastiches publicitaire

Le scénario de style de vie durable jusqu'au 30 novembre, l'exposition Casseurs

60-381

« Donner de la visibilité à des choses qui n'en ont pas »

Il s'agit concrètement ? A plus ou moins long terme, faut-il aller au niveau de la forme. Françoise Legras dit « de la visibilité à des choses qui n'en ont pas ». C'est plutôt que de se lancer dans de grandes entreprises advertising, il présente ses scénarios sociaux de manière graphique. Difficile d'être plus concret. Sur le fond essentiel : pas de l'accessibilité à un quartier plus ou moins bien profilé. Les initiatives émergent dans ce sens, le retraité socialisateur Gabriel, la jeune maman active Margot, l'artiste Martin, l'époux qui part travailler à l'étranger Emma et la mère de famille quadragénaire Marie. Tous illustrent quelque part les tenants de leur quotidien et se projettent dans une vie plus durable.

Ces visions émergent des scénarios qui existent déjà à Saint-Étienne, des projets, programmes ou des solutions qui existent ailleurs. L'essentiel, elles forment des visions hybrides suffisamment transférables pour interroger sur les modes de vie de chacun sans encore recevoir pour permettre de se les approprier de façon plus ou moins simple. C'est là que les scénarios de vie durable ont leur plus grand rôle à jouer.

Le scénariste Françoise Legras construit des scénarios pour un quotidien durable

Professeur associé à la Faculté de Design du Polytechnique de Milan et La Cambre Arts Visuels à Bruxelles, Françoise Legras dirige depuis dix-huit ans Strategic Design Solutions basé à Bruxelles. Dans son agence, elle explore notamment les concepts de la création pour un quotidien durable à la Cité de l'Urbanisme de Saint-Étienne et dirige

librement appelé à ces lieux pas la seule. Parmi les clients Legras figurent notamment, EC, Northern Hales, Strategic Design Solutions et autres.

« CANTINE DE VILLE »

« PAS VOIRER à Saint-Étienne »

From design...

**...to user-centred
design...**





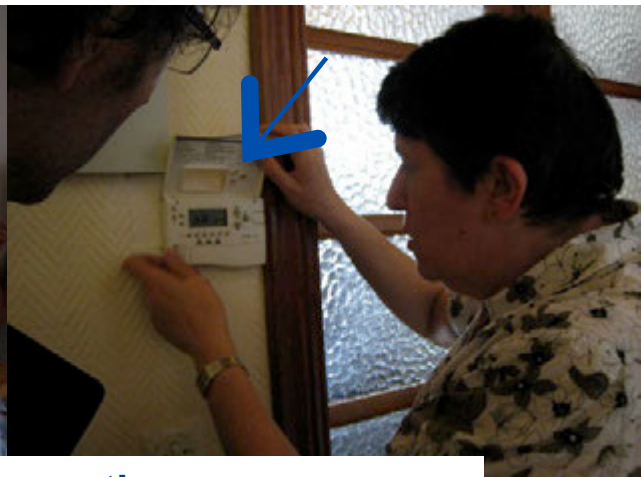


So what...?



**From user-centred
design...**

...to co-design process...



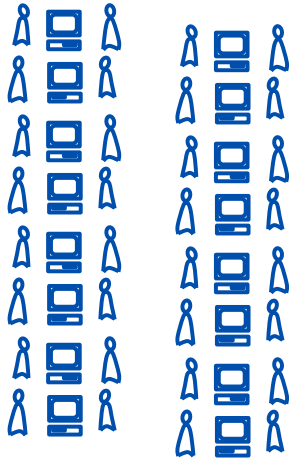
Designing household energy practices...



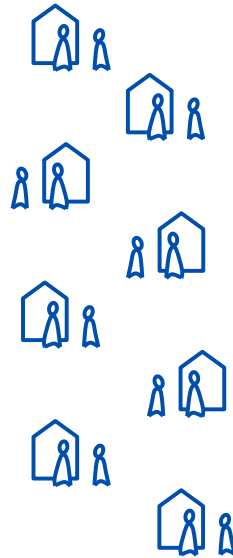
Scenarios co-design process...



Step 1:
'Casting' of a group of 'friendly users'...



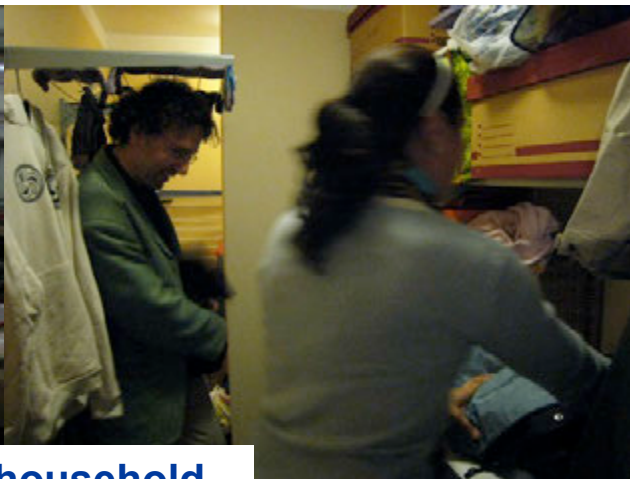
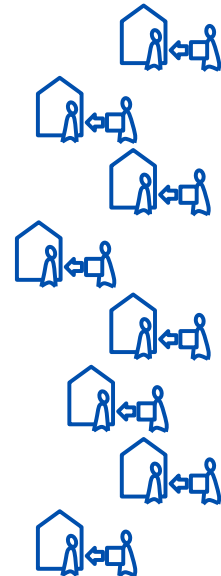
Step 2:
'Guided tours' in the household...



Step 3:
Co-design of new solutions...



Step 4:
Delivery and installation of the new products...



Step 2: 'Guided tours' in the household...

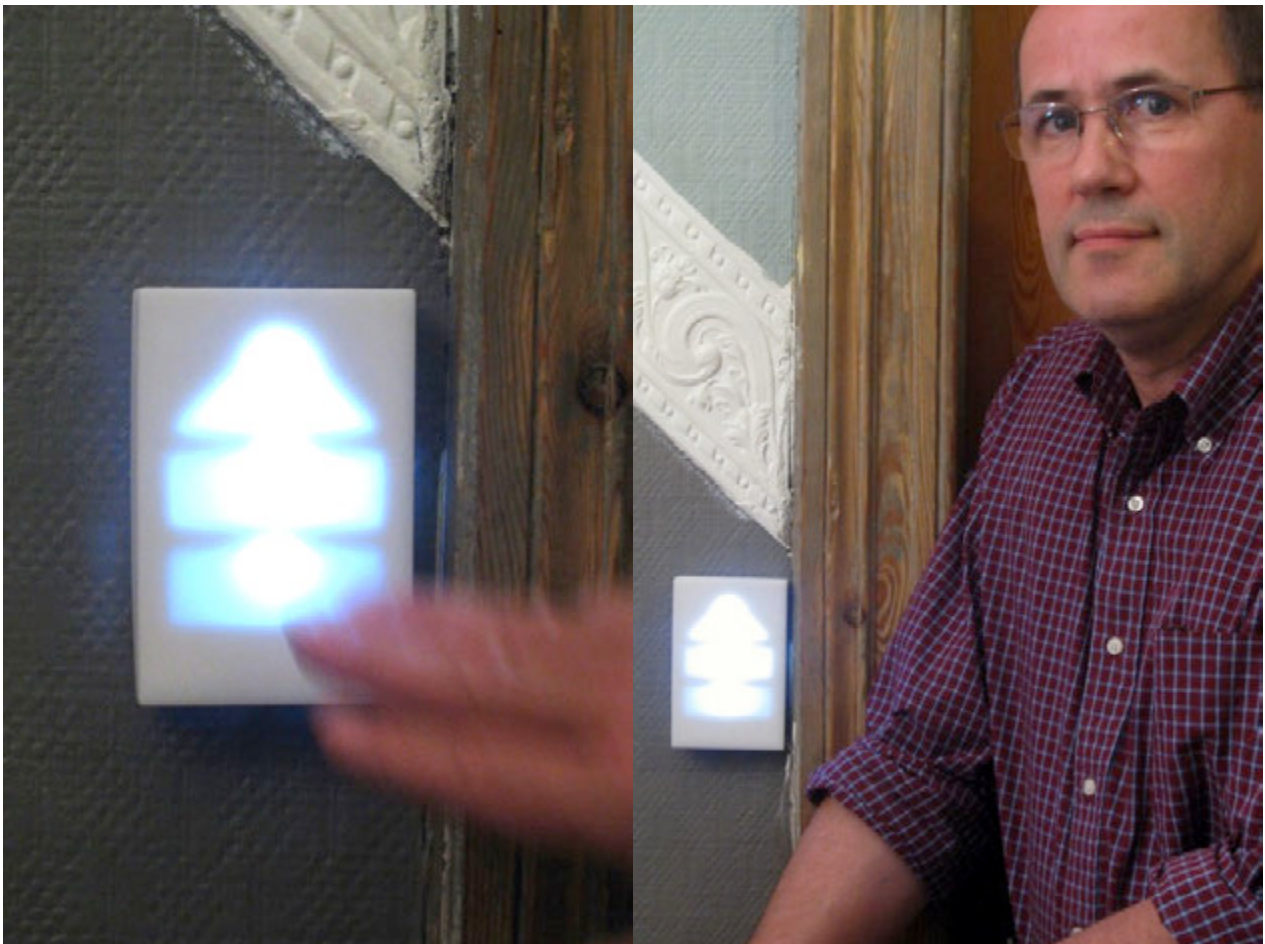


Step 3: Co-design of new solutions...





Step 4: Delivery and installation of the new products...







**From co-design
practices ...**

**...to collaborative change
of lifestyles...**

Food purchase group_Brussels



Same initiative in Brussels using the same organisation and the similar tools...



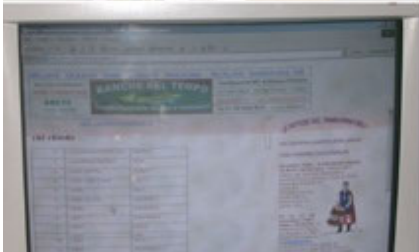
29



De Kestentuin cohousing

New logging in the Netherlands organised with common gardens, collective spaces, shared domestic appliances and vehicles...





Milan_Time Bank...



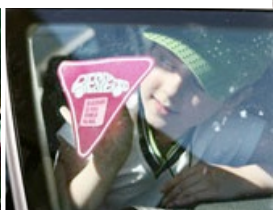
Network of neighbours exchanging services on the basis of the time spent and rather than the economic value of the service provided.



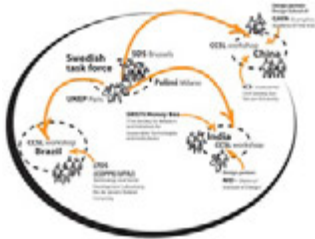
Sao Paulo, Brazil_Hitchhike solidarity network...



Student car-pooling initiative allowing to share the gas expenses, reduces air pollution and traffic congestion and make new social connections.



Edmonton
 Glasgow
 Helsinki
 Lancaster
 Aalborg
 Eindhoven
 Brussels
 Cologne
 Paris
 Milan
 Toronto
 New York
 Beijing
 Seoul
 Tokyo
 Wuxi
 Shanghai
 Hunan
 Guangzhou
 Hong-Kong
 New Delhi
 Ahmedabad
 Bangalore
 Bangkok
 Bogota
 Rio de Janeiro
 Curitiba
 Cape Town
 Melbourne
 Stanford



CREATIVE COMMUNITIES FOR SUSTAINABLE LIFESTYLES



Creative communities | People inventing sustainable ways of living | Edited by
 Anna Meroni | with essays by: Priya Bala | Paolo Cuzzarelli | Luisa Collina | Bas de Leeuw | François Jégou |
 Helma Luiten | Ezio Manzini | Isabella Mamas | Anna Meroni | Elvind Sta | Pål Strandbakken | Lidia Vaidovics |

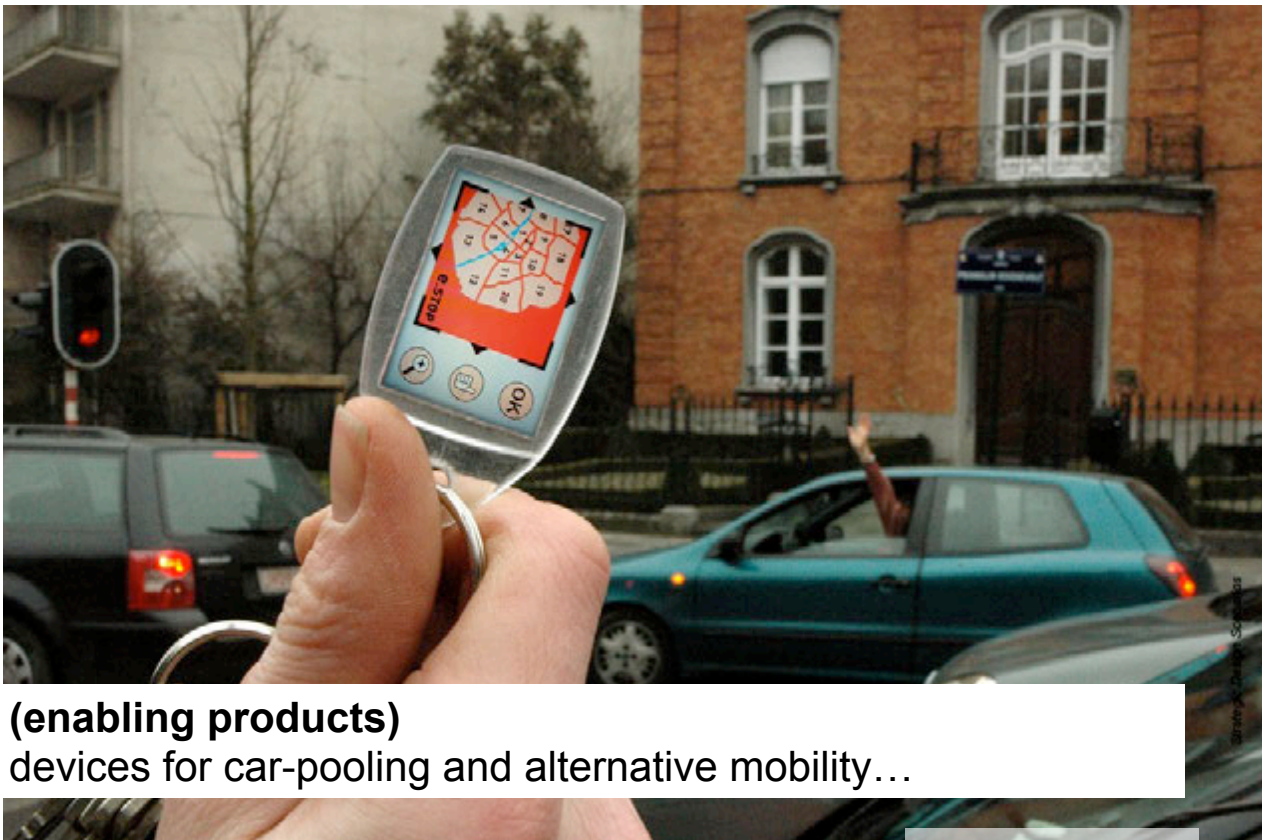
EDEKRONI
 PUBLISHERS

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What design can do?

...enabling solutions

35



(enabling products)
devices for car-pooling and alternative mobility...

36



(enabling products)
product design for a collective use...



(enabling services)
micro-leasing facilities for domestic equipments...



(enabling places)
neighbourhood workshops for do-it-yourself activities...



(enabling supports)
local portal to give visibility to neighbourhood solutions...



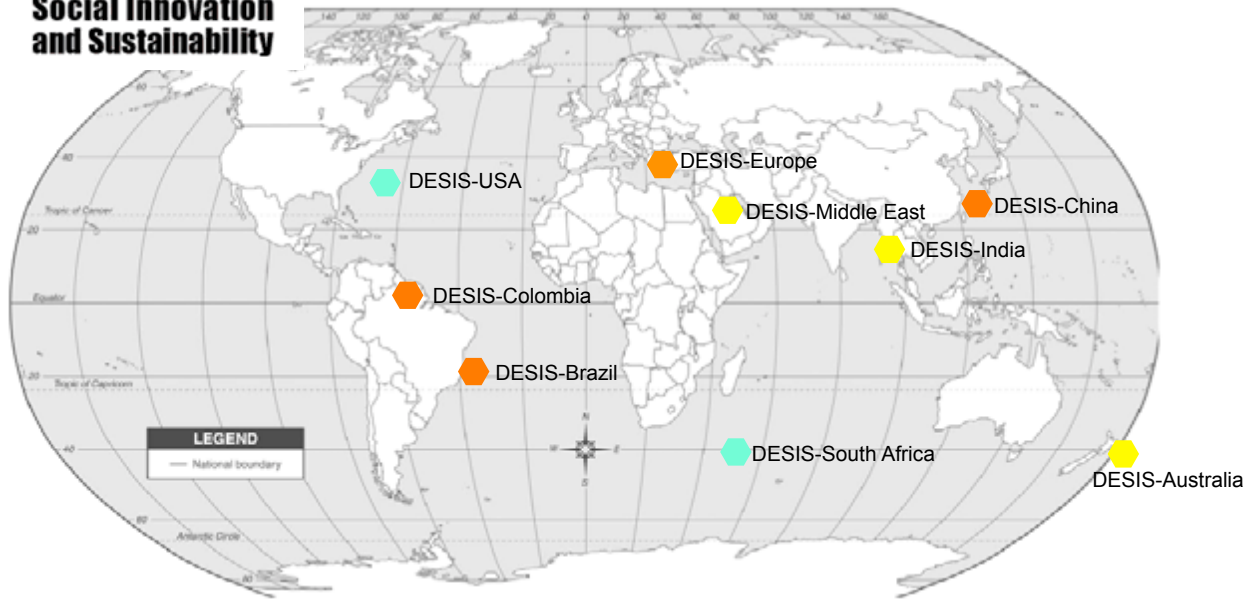
www.sustainable-everyday.net

**From collaborative
change of lifestyles...**

**...to territorial co-
planning by micro-
projects...**

DESIS NETWORK


Design for Social Innovation and Sustainability



◆ DESIS-Local Networks
 ◆ DESIS-Local Projects
 ◆ DESIS-Local start-up 43

SEE

**Sustainable
Everyday
Explorations**



**DESIS
NETWORK**
Design for
Social Innovation
and Sustainability

Project matrix

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Use the matrix to browse across the Framework/Local Projects: vertically left you can access an intro to each project how it was developed; top right you can review recurrent design roles across all projects; clicking on the images, you can access a slide presentation of the projects... All together this matrix presentation constitute a first level of the Learning Kit facilitating the engagement of new Framework/Local Project to design schools and universities...

Framework Projects / Places

- Feeding Milano > Milan South Park > Milan > Italy
- Xianqiao Village > Chongming Island Village > Shanghai > China
- NeWu > Wu > China
- Piville > Periurban Area > Nord-Pas-de-Calais > France
- Malmö Living Lab > Malmö > Sweden
- DOTT07 > England
- Amplifying New York Lower East Side (AMPLIFY) > NYC > USA

Local Projects / Places

- Ojo al Sancocho > Bogotá > Colombia
- UFRJ Restaurant > Rio de Janeiro > Brazil

Other Framework Projects

- One Planet Mobility (OPM) > Malmö > Sweden
- Building Schools for the Future (BSF) > England
- La 27e Région > France

Analysis Material

- Project Introduction Text
- Project Presentation Slides
- Design Role Analysis
- — Leading
- — Investigating
- — Facilitating
- — Envisioning
- — Systemizing
- — Enabling
- — Communicating
- Supporting material

Instruction for writing cases






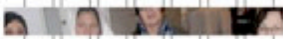





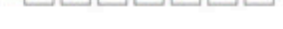

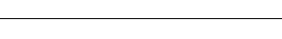

- Guidelines

Enabling kit...

Design roles...

- Leading
- Investigating
- Facilitating
- Envisioning
- Systemizing
- Enabling
- Communicating

Framework and Local Projects...

Feeding Milano <small>Milan South Park, Milan, Italy</small>			
Xianqiao Village <small>Chongming Island Village, Shanghai, China</small>			
DOTT07 <small>North-East England, England</small>			
Sustainable periurbain <small>Peville, Nord-Pas de Calais, France</small>			
Malmö social living lab <small>Malmö, Sweden</small>			
Amplifying <small>Lower East Side, New York, USA</small>			
NeWu <small>Wu, China</small>			
Ojo al Sancocho <small>Bogotá, Colombia</small>			
RU à mesa <small>Rio de Janeiro, Brazil</small>			

Milan, Italy...



Nutrire Milano. Energie per il cambiamento
Feeding Milan. Energies for change

Shanghai, China...



Lv Cun (Green Village)

Xianqiao Village, Chongming Island, Shanghai, China
Studio TAO, Politecnico di Milano, DESIS China

Lille, France...

Future of the suburban areas in the Nord-Pas-de-Calais



Malmö, Sweden...



Malmö Living Labs Democratizing innovation

New York, USA...



AMPLIFY

Amplifying Creative
Communities in New York City



Wixi, China...



New Wuxi, New Life

from local to regional



from local to regional



from local to regional



Enabling kit...

Design roles...

Leading
Investigating
Facilitating
Envisioning
Systemizing
Enabling
Communicating

Framework and Local Projects

Feeding Milano
Milan South Park, Milan, Italy

Xianqiao Village
Chongming Island Village, Shanghai, China

DOTT07
North-East England, England

Sustainable periurbain
Pévèle, Nord-Pas-de-Calais, France

Malmö social living lab
Malmö, Sweden

Amplifying
Lower East Side, New-York, USA

NeWu
Wuxi, China

Ojo al Sancocho
Bogotá, Columbia

RU à mesa
Rio de Janeiro, Brasi

Local Projects / Places

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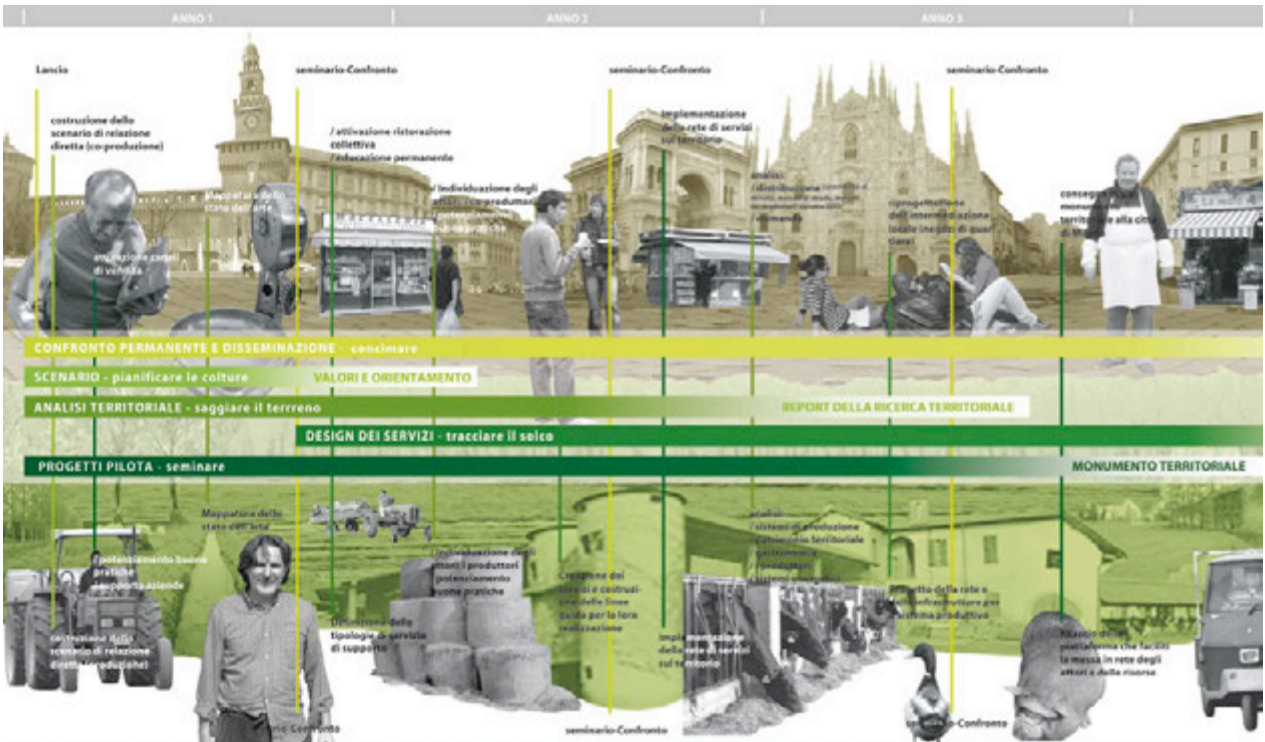
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 - > — Enabling
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- > Supporting material

Instruction for writing cases

- > Guidelines



Transforming periurban sprawl south of Milan...



Strategy: "short miles food and tourism" ...

Enabling kit...

Design roles...

Framework and Local Projects...

Leading
Investigating
Facilitating
Envisioning
Systemizing
Enabling
Communicating

Feeding Milano Milan South Park, Milan, Italy	
Xianqiao Village Chongming Island Village, Shanghai, China	
DOTT07 North-East England, England	
Sustainable periurban Pévèle, Nord-Pas-de-Calais, France	
Malmö social living lab Malmö, Sweden	
Amplifying Lower East Side, New-York, USA	
NeWu Wuxi, China	
Ojo al Sancocho Bogotá, Columbia	
RU à mesa Rio de Janeiro, Brasi	

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Other Framework Projects

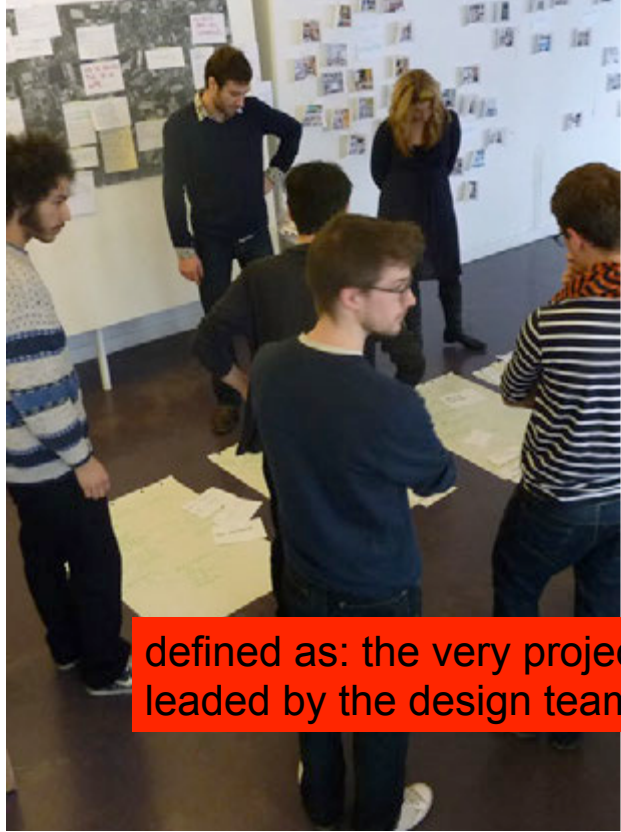
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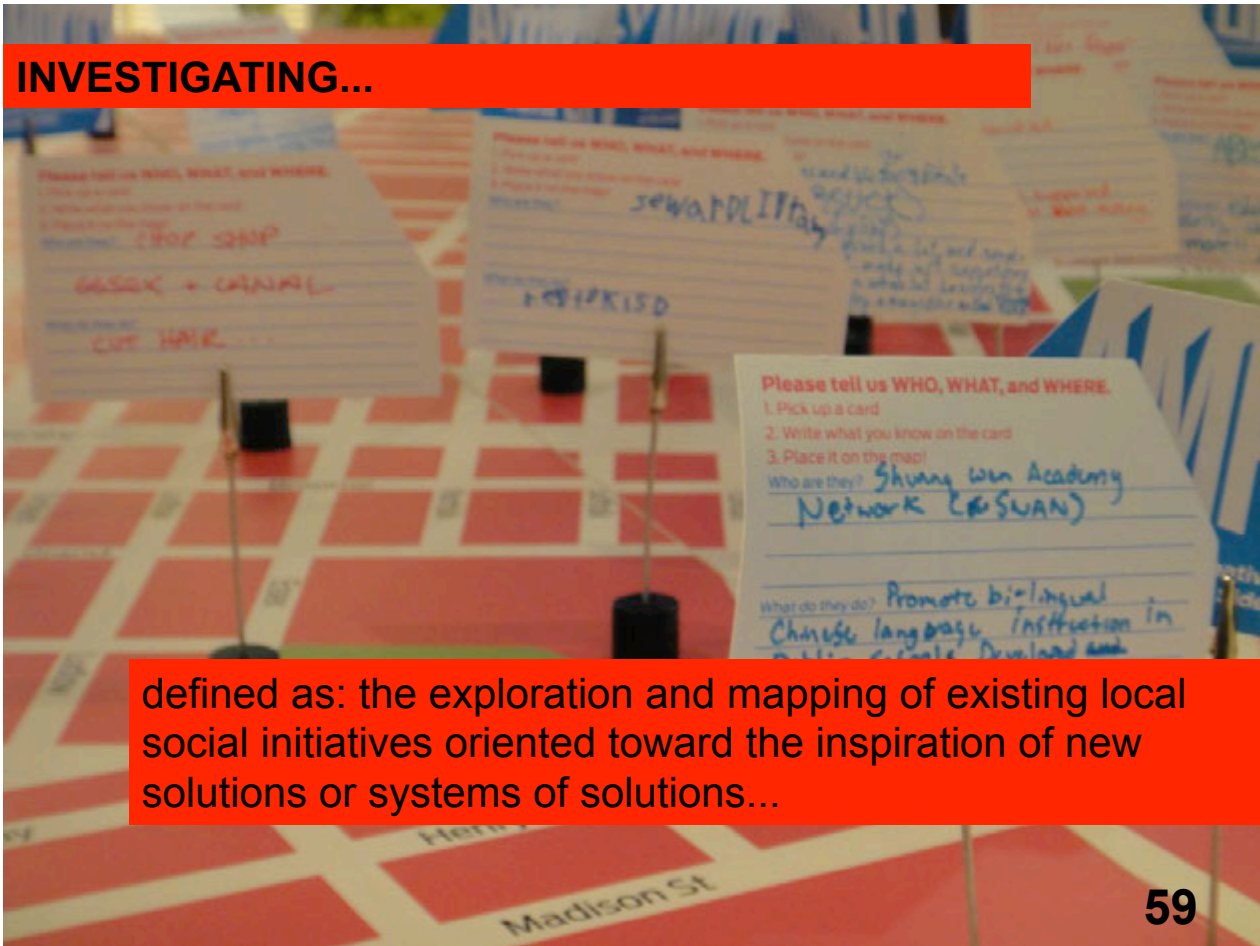
LEADING...



Services aux transports publics...

defined as: the very project initiative and its promotion is led by the design team...

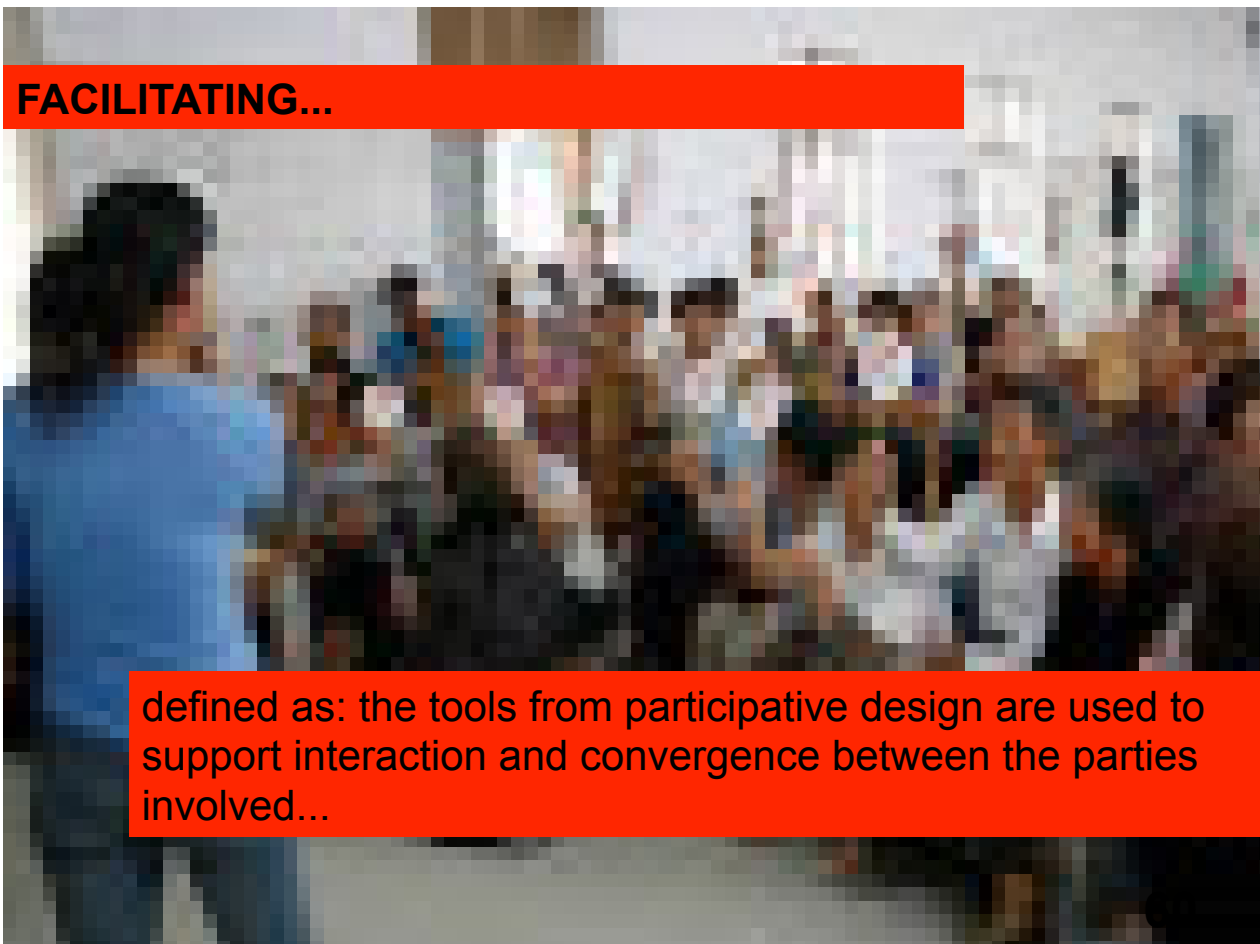
INVESTIGATING...



defined as: the exploration and mapping of existing local social initiatives oriented toward the inspiration of new solutions or systems of solutions...

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FACILITATING...



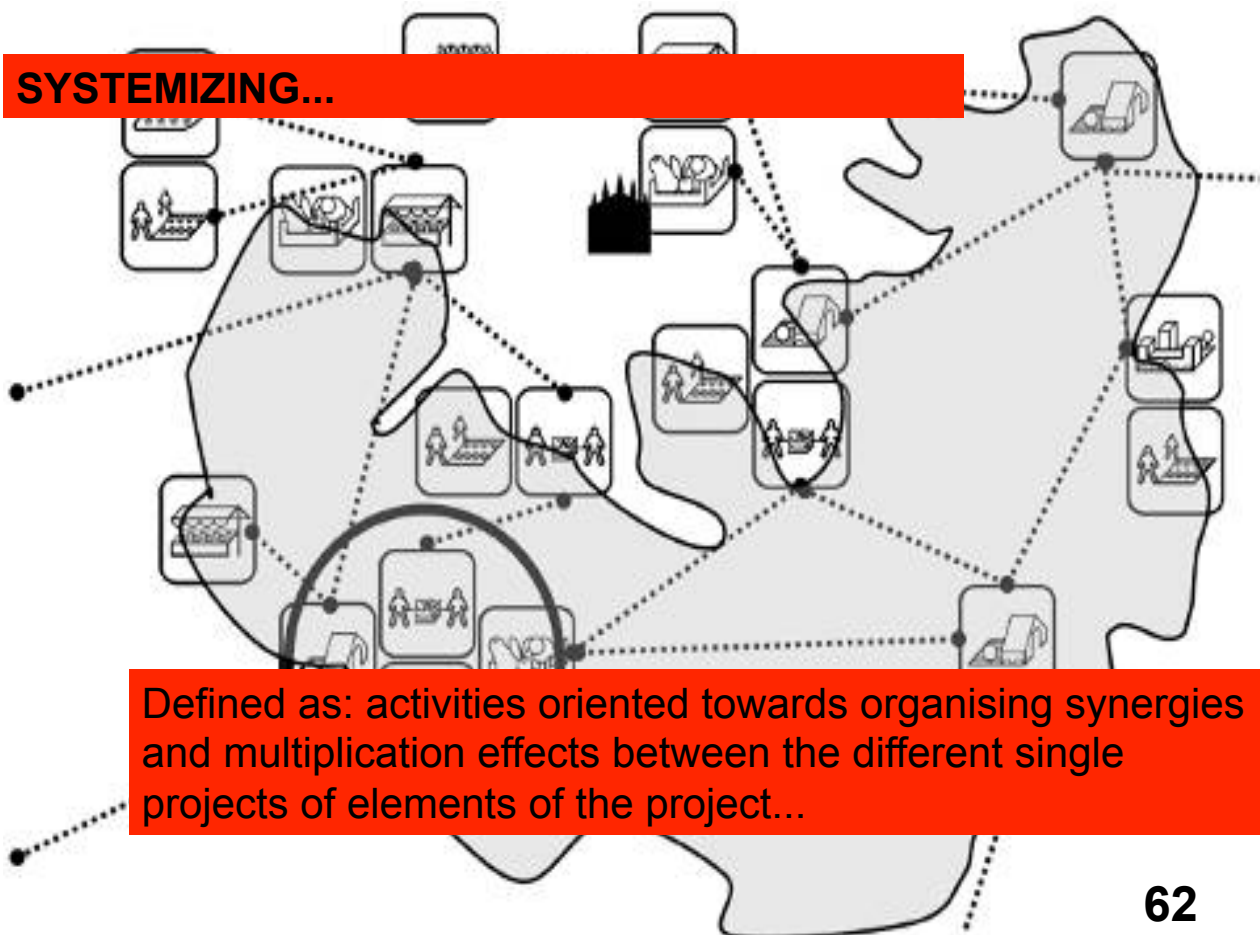
defined as: the tools from participative design are used to support interaction and convergence between the parties involved...

ENVISIONING...

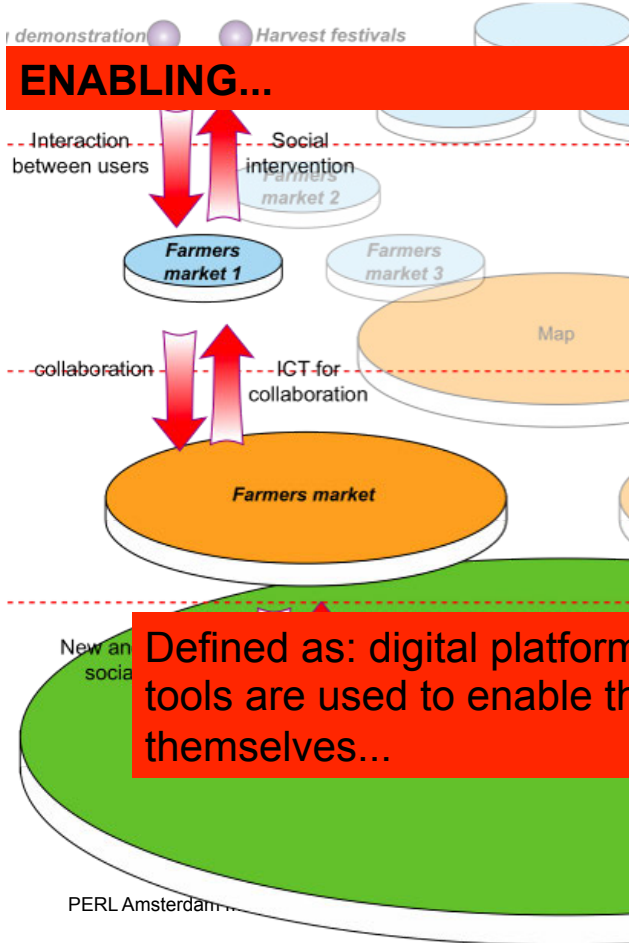


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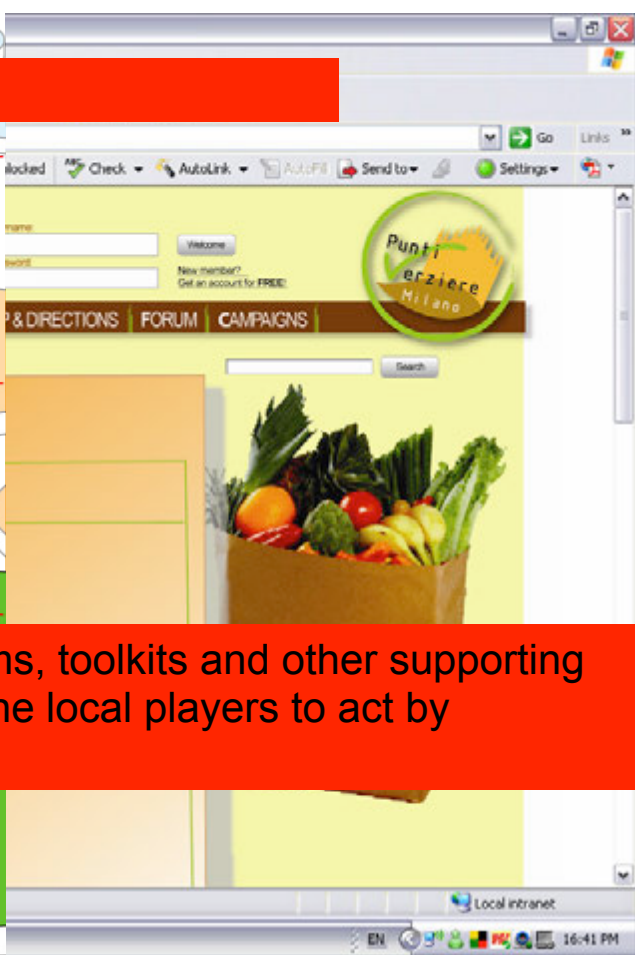
SYSTEMIZING...



62

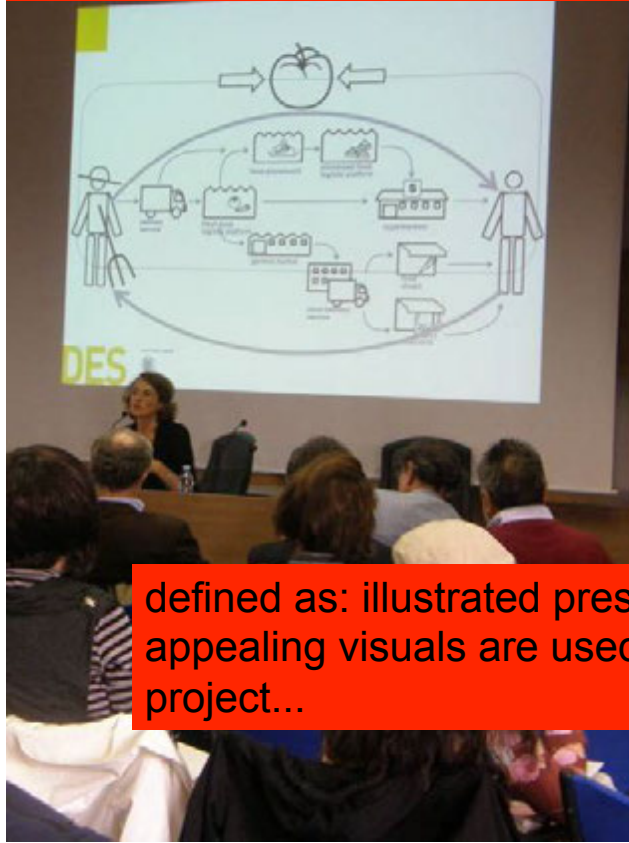


ENABLING...



Defined as: digital platforms, toolkits and other supporting tools are used to enable the local players to act by themselves...

COMMUNICATING...



defined as: illustrated presentations, clear mapping, appealing visuals are used to explain and disseminate the project...

Project matrix

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Enabling kit..



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Chongming Island Village, Shanghai, China
- DOTT07**
North-East England, England
- Sustainable periurbain**
Peville, Nord-Pas de Calais, France
- Malmö social living lab**
Malmö, Sweden
- Amplifying**
- Ojo al Sancocho**
Bogotá, Columbia
- RU à mesa**
Rio de Janeiro, Brazil

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Analysis Material

- Project Introduction Text
- Project Presentation Slides
- Design Role Analysis
- ... Leading

... Systemizing

- ... Enabling
- ... Communicating
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- Guidelines



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PERL Am

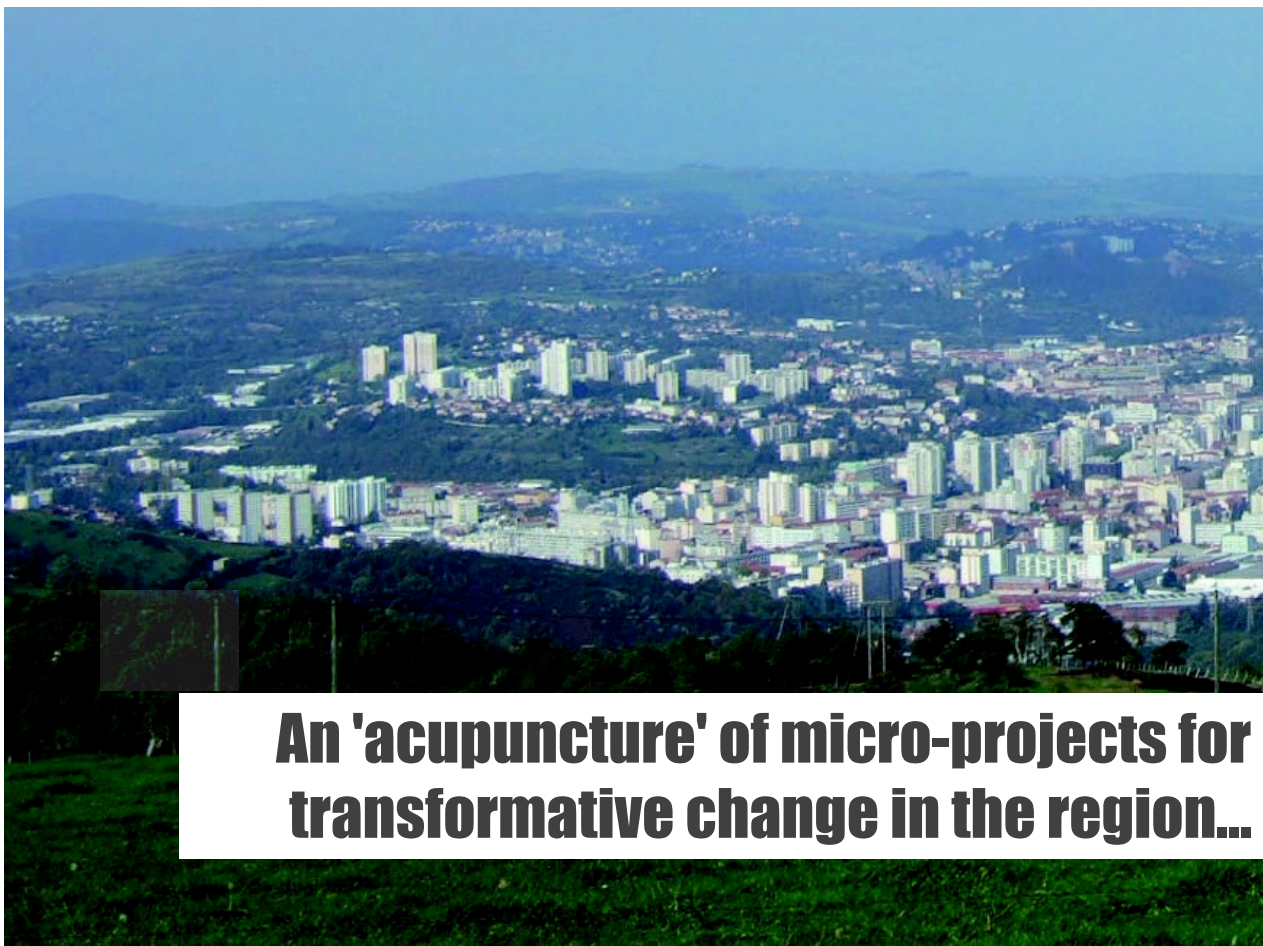
Elements of conclusion...



**From social inventions/working prototype...
...to robust and replicable solutions**



**Design-driven activities...
...from explicit/implicit designing networks**





Thank you !

f.jegou@gmail.com

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www.sustainable-everyday-project.net

www.desis-network.org

www.SustainableEverydayExplorations.net

